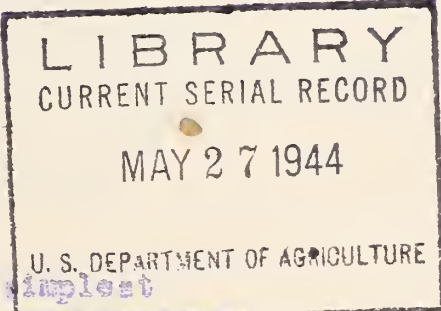


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May 27, 1944

RATIONING AND PRICE CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>Info</u> Series of skeleton scripts (or script outlines) for field use on local radio shows. Subject to be treated a part in rationing, price control, meat grading, anti-black market campaign, etc.	Heinen, AAA	Being planned
<u>Summer Time</u> "Action for Babies"	FDA, Ashman	Scheduled for broadcast May 29
<u>Weekend Home Hour</u> "Round-up of How Farmer is Affected by Rationing Program"	FDA, Martin	In clearance
Radio spots to go on the air while War Ration Book III is being distributed. To be sent through OWI to all radio stations.	OPA	In preparation
<u>Producers' Chats</u> "Meat-Free Meats"	OI, Douglass	In preparation
<u>Pamphlets</u> <u>Farmer Instruction Leaflet</u> Attention telling the farmer in simplest language what is expected of him under various laws issued by USDA and OPA (rationing, price control, meat grading, slaughter permit system, etc.)	OPA and USDA	Basic material being gathered in Extension Service, AAA and FDA.
Leaflet has focus on special campaign to prevent reuse of old ration stamps.	OPA	In clearance
Leaflet - Sugar for Home Canning	OPA	Being written
Leaflet for Home-Canning: Graphic for distribution through OWI in mat form to rural press.	OPA	Being drawn
Leaflet - "Canning Fruit on Your Sugar Ration"	BHM & HE	Being prepared. OWI for women's pages of newspaper
<u>Sign to Spare the Meat</u> Review of the leaflet originally published in the voluntary share-the-meat campaign. Revision to bring it up to date under point program prepared and submitted for printing.	BHM & HE	Submitted for printing April 1



Project	Assigned	Status
<p><u>How to Wartime Meals</u> Popular publication similar to "99 Ways to Share the Meat." Contains statement on place of fat in the diet. Suggests thrifty use of fats in table and in cooking.</p>	<p>OSM & HA</p>	<p>In press</p>
<p>Campaign handbook covering all rationed foods.</p>	<p>OPA</p>	<p>Due for clearance week of May 10</p>
<p>"Our Nations for Americans" - 16-page picture book explaining rationing.</p>	<p>OPA</p>	<p>In preparation - tentative release date June 15</p>
<p>Simplified Table of Point Values for Blue-Stamp Rationing.</p>	<p>OPA</p>	<p>In preparation</p>
<p>Campaign handbook on gasoline and fuel oil conservation. Section on farm use.</p>	<p>OPA</p>	<p>In preparation</p>
<p><u>Outstanding Facts</u> A compilation of data on all rationing programs from their inception to May, 1943. Includes information on the number of stamps in circulation in each program, the numbers of cars, tires, pounds of sugar, etc., that have been rationed.</p>	<p>OPA</p>	<p>In preparation</p>
<p>Catalog of rationing information -- "What is Rationed and How to Get It"</p>	<p>OPA</p>	<p>Turned over to OSM</p>
<p>"What" (publication)</p>	<p>OPA</p>	<p>In press</p>
<p>Leaflet "Pennies and Points"</p>	<p>OPA</p>	<p>Work started on layout</p>
<p>Leaflet to accompany War Nation Book III urging total compliance with rationing and price regulations. Approximately 50 million copies to be printed. One leaflet to be inserted with each War Nation Book III mailed.</p>	<p>OPA</p>	<p>In preparation</p>
<p>Form - own application form for Nation Book III, showing how to use.</p>	<p>OPA</p>	<p>In preparation</p>
<p>Leaflet in campaign directed at farmers urging compliance with rationing programs.</p>	<p>USDA, OWI and OPA</p>	<p>Being planned</p>
<p><u>100-111 Home Magazine - News letter Articles</u> "Why Corn Has Its Own Price Ceilings" "Cutting Prices Go Down" (Subsidy program) "Rising Sugar" "How Rationing Problems" "How Save" "The Points on Points" "Rationing on Coffee" "How - the Standard Sifter" (Bayne case order) "Consumer's Calendar" (Ration dates)</p>	<p>FDA</p>	<p>June issue</p>

Subject	Assigned	Status
Consumers' Guide "Everybody's Trouble-Shooters" (OPA Price Panels in Action)	FDA	In clearance
Wintime Family Living "Sugar Rules" <u>Sound-up of Price Regulations Affecting the Homemakers How the Shopper Can Tell the Grades of Canned Goods Under Price Ceilings</u>	BHN & HE Hoelleberg	In clearance
<u>Market Basket</u> "Less Fat Efficiently"	BHN & HE	In preparation
"Canning Arithmetic"	Davis	Completed
Fact Sheet on Sugar Canning	OPA	Due end of week
<u>ADVERTISEMENTS</u>		
Four advertisements on sugar for home canning.	OPA	Due end of week
<u>FIELD</u>		
Statement on pressure cooker rationing. Explanation of the mechanics of this program, to be sent to all OPA local War Price and Ration Boards, to prevent confusion at local level. Copies of this statement will also be sent to County War Boards for their information.	AAA Durham	Cleared - sent to OPA for processing
Explanation for farm women on "How to Sell Home- Canned Foods under Rationing Regulations."	OPA	In preparation
Statement to farm slaughterers that they have been authorized by amendment to meat grading regulations to grade meat from animals they slaughter.	OPA	In preparation
Statement on "Buy Points Must be Collected for Sales of Country Butter"	OPA Dairy Food Rationing Branch	In preparation
Statement on how Ration Order 16 (Meats and Fats) affects dairy operation. This to be prepared to answer questions raised by Extension Dairymen.	ES & OPA	In preparation
Questions for survey on farmer attitudes toward rationing programs. OWI Bureau of Special Services to conduct survey.	FDA Millson	Completed and submitted to OWI.

- 4 -
VICTORY GARDENS AND HOME FOOD PRESERVATION CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>Leaf</u>		
Victory Garden Program (HBO) - "How to Keep our Vegetables Flourishing."	Hemphill Moore	In preparation for May 31
Garden Gate (OSS) - "The Army is Growing"	Pitt Col. Wm. Slater & enlisted men from Ft. Washington	In preparation for June 5
<u>Homekeepers' Chats</u>		
Conservation Questions on Storage	Wharton	For release May 27
Preserving Juices	Davis or Douglass	For release May 27
Victory Garden Questions & Answers	Douglass	In clearance
Preserving early crops by freezing	Wharton	For release May 27
<u>Worm Plagues</u>		
Snail and Slug Damage	Briggs	In clearance
Water to Kill Insects	Briggs	In clearance
Winning Victory Garden	Briggs	In clearance
Manual to Flood Regions	Douglass	In clearance
Worked Victory Gardens		
<u>For HQ-PA</u>		
Control of Snails-Slugs	Briggs	In clearance
Slugs and Hit Cabbage	Briggs	In clearance
<u>General Food Reporter scripts</u>		
Folder for Home Canning	Rogers	Completed
Specific directions for getting canners	Rogers	In preparation
Folder on sharing pressure canners for OWI public service.	Fairfield	Ready for release
<u>Leaf</u>		
Folder to replace in part EB 1762		
"Wartime canning of fruits and vegetables"	Davis	In press
Revision of folder on "Root Vegetables in Low Cost Meals" to "Root Vegetables in Wartime Meals"	BHN & RE	In press

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
to the victory gardeners in the flooded areas	Moore	Ready for release
rolling the Corn Earworm in Victory Garden Sweet	ESPQ	In clearance

NUTRITION AND FOOD CONSERVATION CAMPAIGN

about War-time Nutrition Week in Confidential bulletin to food editors.	Nichols	Finished
Line of a nutrition movie idea for Mr. Whitman, OWI.	Nichols	Finished
Illustration wheel and folder on request to NORTH AGRICULTURIST	Van Horn	Finished
Special of Infant Feeding on request to PARADE.	Perry	Finished
By nutrition note service to Owens-Illinois.	Hoffman	Finished
By nutrition note service to OWI	Fairfield	Finished
War-time program on Greens	Ashman	May 22
Mark Graubard "Food the World Round" Victory Starts at Home program.	McLochan	Jay
Working chart "How to Save Food"	Martin	In clearance

OVERALL FOOD CAMPAIGN

Food Orders	FDA	Being reviewed
Gas and butter statement	"	" "
Gas and oils statement	"	" "
Cream statement	"	" "
Gas statement	"	" "
Gas statement	"	" "
Gas vegetables statement	"	" "
Gas statement	"	" "
Gas statement	"	" "
Gas food statement	"	In preparation
Gas statement	"	" "
Gas statement	"	" "
Gas statement	"	" "
Gas statement on smoking slaughter quota increases	"	" "

Subject

Assigned

Status

Handbook on food campaigns

OWI, USDA, OPA

In preparation

Ventures to follow up on EAF National Food Situation reports.

Beckman

Planned

PRODUCTION GOALS CAMPAIGN

Campaigns story-illustrated feature.

Beckman

In preparation for Christian Science Monitor

"America's Bread Basket" illustrated feature.

Hill, AAA

In preparation for Kansas City Star

Food Production - feature

Hill, AAA

In preparation

Food Production story

Mrs. Beckman

In preparation - W

Press release, price supports for hay seeds.

Hill, AAA

In clearance

Display card for food production campaign.

Radford, SGS

In preparation

Food production posters

Sill, AAA

In preparation

Converting wheat into meat

Burch, ARA

In clearance

Raising pigs saves feed, too

ARA (Burch)

Cleared

Hybrid beef cattle for the South

ARA (Burch)

In clearance

Witch cannibalism

ARA (Burch)

In preparation

Controlling cattle liver flukes

ARA (Burch)

In clearance

Quins: sleeping sickness (Radio)

ARA (Burch)

In preparation

Poultry Conservation Campaign
(timely recommendations)

ARA (Burch)

In preparation

Turkey conservation program

ARA (Burch)

Cleared

Improving poultry through National Poultry Improvement Plan - revised MP 317

ARA (Zundro)

June 15

Wheat seed production - AWI leaflet

ARA

In preparation

Wheatseed oil production - AWI leaflet

ARA

In preparation

Protecting potatoes from late blight - AWI leaflet

ARA

In Office of Info

Poultry conservation campaign

ARA, Burch

3 items cleared
2 items in prep.

Quins sleeping sickness

ARA, Burch

In preparation

Poultry cockle campaign

ARA, Burch

In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Early July is the deadline for fighting peanut diseases.	ARA (Gapan)	In Clearance
Peanut bulletin stresses proper harvest for best returns.	ARA (Gapan)	In Clearance
New fiber flax bulletin helps growers of war crop.	ARA (Gapan)	In Press Service
Care and use of rope discussed in new bulletin.	ARA (Gapan)	In preparation
Background piece on WPA plans for control of	FDA(Geo.Snell)	In Clearance
Feature story on Nebraska farmer for COUNTRY GENTLEMAN	Beckman	Mailed
Feature story on Colorado farm woman to COUNTRY GENTLEMAN	Beckman	Mailed
Six photos on Florida vegetable production to Florida writer	Beckman	Mailed
Photo feature on sunflowers to International News Photos	Beckman	Mailed
Flag-is-on-the-Flow photo to W N U	Beckman	Mailed
4th of July Feature	Mrs. Beckman	In preparation
Feature on 1943 Production Outlook for fraternity magazine	Mrs. Beckman	In preparation
3 short features for W N U	Mrs. Beckman	Mailed
<u>RADIO</u>		
<u>Farm and Home Hour</u>		
Wallace Kadderly, "Poultry Conservation: Stop the Aggressors" --June 4	ARA (Burch)	In preparation
Ruth Van Deman, "After the Floods"--June 4	FSA (Fox)	In preparation
<u>Bulletin Board Items (Farm and Home)</u>		
Flaxseed)	AAA (Stewart)	Cleared
Soybeans)		
Farm Flashes		
Fats and Oils Prospect	OI (Herndon)	In preparation
Control of Peanut Pests	OI (Reynolds)	In clearance
War Diet for Beef Cattle	ARA (Burch)	In preparation
Good Roughage--More Milk	OI (Reynolds)	Cleared
Laying house Program (2)	ARA (Burch)	In preparation
Summer Milk Supply	OI (Reynolds)	In preparation
Balanced Feed Rations	OI (Reynolds)	In preparation
Special Feature	OI (Reynolds)	In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Home Vegetable Seed	Reynolds	In preparation
Best rates for dried skim milk in feeding	ARA (Burch)	In preparation
<u>Network Broadcasts other than Farm & Home Hour</u>		
<u>Country Journal:</u>		
May 29 - "We need more Hay Crop Seed," by Sherman Johnson, FPA.	Heinson	In preparation
Disease of sheep and goats	ARA, BAI	In preparation
Effect of progeny testing on swine improvement	ARA, BAI	In preparation

ANTI-BLACK MARKETS CAMPAIGN

<u>Radio</u>		
Farm & Home Hour -- will present broadcast on the new War Meat Board	FDA <u>Harry Reed</u>	Scheduled for June 1
<u>Radio Soundby on Food</u>		
How to recognize slaughter permit inspection and grading stamps ² - what they look like, etc.	FDA Cohen	Wired to field May 26 - to be used May 29
<u>Summer Time</u>		
"Action for Babies"	FDA, Ashman	Cancelled
"Food Conservation"	FDA, Ashman	Scheduled for later

FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

Information kit on machinery, farm supplies and transportation for local use	Harold Lewis	In preparation
Reservation of rope and twine	Lewis	In clearance
Background piece on substitutes for wood and insulation materials	Thompson	Completed
Background piece on pressure cookers	Thompson	Completed
Article on pressure cooker production	Lewis	Issued May 27
Leaflet for fall-sown grains	Lewis	In clearance
Media lumber program	Lewis	Issued May 26

FARM LABOR CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>PRESS</u>		
Story on Farm and Canning Plant Wages	Fulghum Purdue	Pending
Story on methods of handling interstate and foreign labor	Bryan Fulghum	In preparation Pending further developments
Story on prisoner labor	Herbert	In preparation May 31
Story on where and when various food crops mature for processing.	Hunt, OWI	In preparation June 6
Story on types of food processing industries and importance of each to armed forces, Allies, and civilians - repeat need for workers	Stryker, OWI	In preparation
Notes on canning operations		
<u>RADIO</u>		
Personality Sketch on Florence Hall on Robert St. John's Program	Bailey	Pending
<u>Housemakers' Chats</u>		
U. S. Crop Corps	Bailey	In preparation
<u>Farm Flashes</u>		
Training Volunteer Workers	Reynolds	In preparation
Handling New Farm Help	Reynolds	In preparation
Farm Worker Morale	Reynolds	In preparation
<u>PRINTED - MIMEOGRAPHED MATERIAL</u>		
See Report No. 5, May 13, 1943, for pending material.		
<u>VISUAL</u>		
Recruiting movie for high schools	Wall	Completed
Documentary Film on city youth on farm, script by O. Thompson, financed by combined State Extension Services.	Bennett	In preparation
Notes for State Extension editor use on insignia, uniform, certificates.	Bennett	Order placed
Poster, WLA recruiting	Sill	Color copy approved
<u>MAGAZINES</u>		
Message by Adm'n. Davis for June Extension Service Review	Flood	Completed
Article on Women's Land Army for Poultry Tribune	Bailey	In preparation
Picture layout for American Weekly	Wheeler	In preparation
" " " " " " " " " " " "	Bailey	" "
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Material being sent to Dorothy Sterling at request of Bernice Wheeler)		

